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## In the Claims

Please cancel claims 1-111 and 119 without prejudice or disclaimer. New claims 130-143 have been added.

## Listing of the Claims

112. (Currently Amended) A method of watermarking title data with identification data, the method comprising the steps of:

selecting scanning the title data to determine a plurality of placement locations in the title data; for modulating the title data;

randomly selecting a <u>plurality of number to</u> randomly selected time/frequency modulation <u>relationships</u> and number relationship from a plurality of time/frequency modulation and number relationships; and

time/frequency modulating at least a portion of the title data at <u>each of</u> the plurality of <u>placement</u> locations with a modulation derived by applying one of the plurality of number to according to the randomly selected time/frequency modulation <u>relationships</u> and number relationship, to the watermark the title data with customer identification data, and providing watermarked titled data.

113. (Currently Amended) The method as claimed in claim 112, further comprising the steps of:

generating a watermarking key that is a combination of the customer identification data and <u>an identifier of</u> the randomly selected <u>plurality of number to time/frequency modulation relationships</u> and <u>number relationship</u>; and

storing the watermarking key in a secure database.

114. (Original) The method as claimed in claim 113, wherein the step of generating the watermarking key includes generating a unique watermark key for each watermarked title data.

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115. (Original) The method as claimed in claim 112, wherein the title data is audio title data.

- 116. (Original) The method as claimed in claim 115, further comprising the step of decoding at least a portion of the audio title data.
- 117. (Currently Amended) The method as claimed in claim 115, wherein the step of selecting a plurality of placement locations scanning the title data includes scanning the audio title data to determine a the plurality of locations where one of a frequency deviation between channels of the audio title data is less than a predetermined frequency deviation, and time intervals within the audio title data for time-frequency modulating the audio title data where the time/frequency modulation-modulating of the audio title data is not discernible to a human ear.
- 118. (Currently Amended) The method as claimed in claim 117, wherein the step of randomly selecting a plurality of placement locations includes randomly selecting the plurality of placement locations from the plurality of placement locations, randomly selected locations where the audio title data will be time/frequency modulated.

## 119. Cancelled.

- 120. (Currently Amended) The method as claimed in claim 117, wherein the step of scanning includes selecting a channel of the audio title data as a reference channel, and selecting another channel of the audio title data to be time/frequency modulated as a watermarked channel.
- 121. (Original) The method as claimed in claim 120, wherein the reference channel and the watermarked channel are randomly changed.

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122. (Currently Amended) The method as claimed in claim 115, wherein the watermarked title data is watermarked audio title data, and further comprising the step of encoding the watermarked audio title data after the step of frequency modulating.

- 123. (Currently Amended) The method as claimed in claim 122, further comprising the step of combining the <u>frequency modulated</u> watermarked audio title data with a remainder of the audio title data to provide the watermarked audio title data.
- 124. (Currently Amended) The method as claimed in claim 116, further comprising the step of combining the <u>frequency modulated</u> watermarked audio title <u>data</u> with corresponding video title data to provide the watermarked title data.
- 125. (Currently Amended) The method as claimed in claim 112, wherein:

  the frequency modulated title data is provided as watermarked title data; and

  the method further comprises comprising the step of storing reference title data for use when decoding the watermarked title data.
- 126. (Currently Amended) The method as claimed in claim 112, wherein:

  the frequency modulated title data is provided as watermarked title data; and

  the method further comprises comprising the step of burning a selected medium with the watermarked title data.
- 127. (Currently Amended) The method as claimed in claim 112, wherein:

  the frequency modulated title data is provided as watermarked title data; and
  the method further comprises comprising transmitting the watermarked title data to a customer.
- 128. (Original) The method as claimed in claim 112, further comprising the step of receiving an decryption key and decrypting encrypted title data to provide the title data.

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129. (Original) The method as claimed in claim 112, further comprising the step of decoding encoded title data to provide the title data.

- 130. (New) The method of watermarking title data of claim 112, wherein randomly selecting a plurality of number to frequency modulation relationships comprises selecting an entry of a set of encoding relationships.
- 131. (New) The method of claim 130, wherein each of the encoding relationships comprises a plurality of randomly selected number to frequency modulation relationships.
- 132. (New) The method of claim 131, wherein selecting a plurality of placement locations comprises selecting a plurality of placement locations using information stored in the selected entry of the set of encoding relationships.
- 133. (New) Computer-readable media comprising watermarked title data that is watermarked with an identification code, the title data having at a plurality of locations the identification code modulated on the title data, with a different modulation scheme at each of the plurality of locations creating a random relationship between the identification code and modulation at each of the plurality of locations.
- 134. (New) The computer-readable media of claim 132, wherein the title data is audio data and the modulation schemes used to modulate the title data alter the title data by a sufficiently small amount that the modulated data is not perceptible to a human listener of the audio title data.
- 135. (New) The computer-readable media of claim 132, wherein the computer readable media comprises a physical media.
- 136. (New) The computer-readable media of claim 134, wherein the computer readable media comprises a computer disk.

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137. (New) The computer-readable media of claim 132, wherein the computer readable media comprises data transmitted over a network.

- 138. (New) The computer-readable media of claim 132, wherein the plurality of locations have random positions on the computer readable media.
- 139. (New) The computer readable media of claim 132, wherein the different modulation schemes are random.
- 140. (New) A method of watermarking title data with identification data, the method comprising:

selecting a plurality of locations in the title data;

randomly selecting one of a plurality of encoding relationships, each of the encoding relationships comprising position information identifying a plurality of positions and frequency modulation information associated with each position identified by the position information;

selecting a plurality of placement locations from the plurality of selected locations based on the position information and, for each of the plurality of placement locations, modulating the title data at the placement location with the identification data based on the frequency modulation information associated with the position; and

storing a watermarking key indicating the identification data and the selected one of the plurality of modulation relationships.

- 141. (New) The method as claimed in claim 140, further comprising the step of receiving an decryption key and decrypting encrypted title data to provide the title data.
- 142. (New) The method as claimed in claim 115, further comprising the step of receiving an decryption key and decrypting encrypted title data to provide the title data.

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143. (New) The method as claimed in claim 117, further comprising the step of receiving an decryption key and decrypting encrypted title data to provide the title data.